

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

YAT & C (PMU) Department - Tourism Promotion - A.P. Tourism Press meet at Taj Vivanta, Bangalore on 3rd August, 2013 - Sanction of Rs.94,563/- (Rupees Ninety Four Thousand Five Hundred and Sixty Three Only) - Orders - Issued.

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YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 268

Dated:14-03-2014.

Read the following:

1. G.O.Rt.No. 496, YAT & C (PMU) Department, Dated: 25-06-2013 read with G.O.Rt.No. 555, YAT & C (PMU) Department, Dated: 15-07-2013.
2. From M/s. Adfactors PR Private Limited, Mumbai, Lr., Dated: 17-10-2013.

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ORDER:

Andhra Pradesh is rich in its culture, traditions, hospitality and heritage, it is also famous for its tourist attractions like Pilgrim Centre, Buddhist Heritage Sites, the Forts and Palaces etc., for promotion and development of Tourism a number of activates has been initiated by the State Government by putting up counters at various destination, printing of brochures, posters, scrolls Electronic Media etc. and conducting A.P. Tourism Press Conferences, Roadshows at various States / Countries.

2. In the reference 1st read above, orders were issued duly empanelling 2 agencies viz., M/s. Adfactors Advertising, Mumbai & M/s. JWT Mindset Advertising Private Limited, Mumbai for undertaking National & International Media Campaigns through print, electronic, outdoor and online for 'A.P. Tourism' in key source markets in India and Abroad w.e.f. 23-05-2013.

3. M/s. Adfactors PR Private Limited, Mumbai has submitted bill for an amount of Rs.94,563/- towards A.P. Tourism Press meet at Taj Vivanta, Bangalore on 3rd August, 2013.

4. Government, after careful examination of the matter hereby sanction an amount of Rs.94,563/- (Rupees Ninety Four Thousand Five Hundred and Sixty Three Only) to M/s. Adfactors PR Private Limited, Mumbai towards A.P. Tourism Press meet at Taj Vivanta, Bangalore on 3rd August, 2013.

5. The amount sanctioned at para-4 above shall be debited to the following Head of Account:-

"3452-Tourism, 01-Tourist Infrastructure, 102-To+urist Accommodation & Other facilities to tourists - Schemes included in PLAN, 11- Normal State Plan, 20-PMU-Promotion of Tourism / Events, 500-Other Charges, 503-Other Expenditure".

6. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C (PMU) Department shall draw the amount sanctioned at para-4 above and disburse the same to M/s Adfactors Advertising, Mumbai through online. The following are bank account details:

Bank Name	:	Standard Chartered Bank
Bank Brach	:	M.G. Road, Fort, Mumbai
Bank Account No.	:	2250 6046 075
IFSC Code	:	SCBL 00 36046

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

CHANDANA KHAN
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To
M/s. Adfactors Advertising, Mumbai.
The Assistant Secretary to Government and Drawing & Disbursing Officer,
YAT & C (PMU) Department,
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad.
The Accounts Officer, YAT & C (PMU - Claims) Department.
SF/SCs.

//FORWARDED :: BY ORDER//

SECTION OFFICER